

1977
OUTDOOR SIGNS & SPORTS PROGRAMS
(3,670,000)

2040683803

09/16/77

	ESTIMATE AMOUNT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
DESCRIPTION														
HORSE RACING: 3-041-173-393-10														
BOWIE	3,995	-	-	-	5,015	-	-	-	(1,020)	-	-	-	-	3,995
OAKLAWN	9,000	-	-	9,000	-	-	-	-	-	-	-	-	-	9,000
N.Y. RACING ASSOC.	20,000	-	8,125	-	8,125	-	(6,250)	-	-	10,000	-	-	-	20,000
N.J. RACING ASSOC.	32,500	-	-	8,125	8,125	-	8,125	-	8,125	-	-	-	-	32,500
PIMLICO	4,442	-	-	11,700	-	-	-	-	(7,258)	-	-	-	-	4,442
PENN. NATIONALS	13,500	13,500	-	-	-	-	-	-	-	-	-	-	-	13,500
SUFFOLK DOWNS	15,550	-	-	-	-	15,550	-	-	-	-	-	-	-	15,550
THISTLE DOWNS	9,271	-	-	9,271	-	-	-	-	-	-	-	-	-	9,271
GOLDEN GATE FIELDS	11,500	11,500	-	-	-	-	-	-	-	-	-	-	-	11,500
HAZEL PARK	9,897	-	-	-	9,897	-	-	-	-	-	-	-	-	9,897
GULF STREAM	5,600	5,600	-	-	-	-	-	-	-	-	-	-	-	5,600
HOLLYWOOD PARK	15,000	-	-	-	-	-	-	-	15,000	-	-	-	-	15,000
SPORTSMAN PARK	10,000	-	-	-	10,000	-	-	-	-	-	-	-	-	10,000
AK-SAR-BEN	9,700	-	-	-	-	10,200	(500)	-	-	-	-	-	-	9,700
LAUREL	3,880	-	-	-	-	-	-	-	-	-	-	3,880	-	3,880
ARLINGTON PARK	12,840	-	-	-	-	-	12,840	-	-	-	-	-	-	12,840
CALDER	9,000	-	-	-	-	-	9,000	-	-	-	-	-	-	9,000
DELMAR	5,000	-	-	-	-	-	-	-	5,000	-	-	-	-	5,000
DELAWARE PARK	2,800	-	-	-	-	-	5,100	-	-	(2,300)	-	-	-	2,800
DETROIT	9,200	-	-	-	-	-	-	-	9,200	-	-	-	-	9,200
RAIRGROUNDS	11,300	-	-	-	-	-	-	-	11,300	-	-	-	-	11,300
HAWTHORNE	7,000	-	-	-	-	7,000	-	-	-	-	-	-	-	7,000
KEYSTONE	13,300	-	-	-	-	-	13,300	-	-	-	-	-	-	13,300
OAKTREE	3,400	-	-	-	-	-	-	-	-	-	-	-	3,400	3,400
NOTTINGHAM PARK	6,700	-	-	-	-	-	-	6,700	-	-	-	-	-	6,700
SANTA ANITA	17,000	17,000	-	-	-	-	-	-	-	-	-	-	-	17,000
TROPICAL PARK	5,300	-	-	-	-	-	-	-	-	-	-	-	5,300	5,300
WESTERN HARNESS	10,000	-	-	-	-	-	10,000	-	-	-	-	-	-	10,000
LONG ACRES	6,375	-	-	-	-	6,375	-	-	-	-	-	-	-	6,375
WASHINGTON PARK	4,800	4,800	-	-	-	-	-	-	-	-	-	-	-	4,800
AQUEDUCT	12,000	-	12,000	-	-	-	-	-	-	-	-	-	-	12,000
JEFFERSON DOWNS	4,500	-	-	-	4,500	-	-	-	-	-	-	-	-	4,500
CAHOKIA DOWNS	4,500	-	-	-	4,500	-	-	-	-	-	-	-	-	4,500
WATERFORD PARK	5,000	-	-	-	-	-	-	5,000	-	-	-	-	-	5,000
RIVERS DOWNS	6,000	-	-	-	-	6,000	-	-	-	-	-	-	-	6,000
FAIRMOUNT	4,080	-	-	-	-	-	-	-	-	4,080	-	-	-	4,080
TOTAL	\$ 333,930	\$ 52,400	\$ 20,125	\$ 38,096	\$ 50,162	\$ 45,125	\$ 51,615	\$ 11,700	\$ 40,347	\$ 11,780	\$ -	\$ 3,880	\$ 8,700	\$ 333,930

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ESTIMATE AMOUNT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
DESCRIPTION													
MARLBOR CUP: 3-041-173-185-10													
BERGEN RECORD	2,970	-	-	-	-	-	-	-	-	2,970	-	-	2,970
CLASSIC	2,743	-	-	-	-	-	-	-	2,743	-	-	-	2,743
LONG ISLAND NEWSDAY	3,500	-	-	-	-	-	-	-	3,500	-	-	-	3,500
NATIONAL TURF DAILIES	4,791	-	-	-	-	-	-	-	4,791	-	-	-	4,791
N.Y. EL CARO LA PRNS	1,300	-	-	-	-	-	-	-	1,300	-	-	-	1,300
N.Y. NEWS	8,466	-	-	-	-	-	-	-	8,466	-	-	-	8,466
N.Y. POST	5,154	-	-	-	-	-	-	-	5,154	-	-	-	5,154
N.Y. TIMES	12,696	-	-	-	-	-	-	-	12,696	-	-	-	12,696
N.Y. UNYT GROUP	7,942	-	-	-	-	-	-	-	7,942	-	-	-	7,942
PASSIC CLIFTON WORLD NEWS	1,666	-	-	-	-	-	-	-	1,666	-	-	-	1,666
PATERSON NEWS	1,663	-	-	-	-	-	-	-	1,663	-	-	-	1,663
SPORTS ILLUSTRATED	29,421	-	-	-	-	-	-	-	29,421	-	-	-	29,421
SPORTING NEWS	2,497	-	-	-	-	-	-	-	2,497	-	-	-	2,497
TV GUIDE	34,990	-	-	-	-	-	-	-	34,990	-	-	-	34,990
WESTCHESTER ROCKLAND GROUP	5,307	-	-	-	-	-	-	-	5,307	-	-	-	5,307
PRODUCTION	54,224	-	-	-	-	-	376	53,848	-	-	-	-	54,224
TOTAL	\$ 179,330	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 376	\$ 53,848	\$ 122,136	\$ 2,970	\$ -	\$ -	\$ 179,330

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ESTIMATE AMOUNT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
DESCRIPTION													
BASFBALL: 3-041-173-394-10													
ATLANTA BRAVES	5,738	-	-	-	5,738	-	-	-	-	-	-	-	5,738
BALTIMORE ORIOLES	5,638	-	-	-	5,638	-	-	-	-	-	-	-	5,638
BOSTON RED SOX	5,737	-	-	-	5,737	-	-	-	-	-	-	-	5,737
CALIF. ANGELS	5,270	-	-	-	5,270	-	-	-	-	-	-	-	5,270
CHICAGO WHITE SOX	4,000	-	-	-	4,000	-	-	-	-	-	-	-	4,000
CINN. REDS	3,910	-	-	-	3,910	-	-	-	-	-	-	-	3,910
CLEV. INDIANS	7,825	-	-	-	7,825	-	-	-	-	-	-	-	7,825
DETROIT TIGERS	11,297	-	-	-	11,297	-	-	-	-	-	-	-	11,297
HOUSTON ASTROS	10,434	-	-	-	10,434	-	-	-	-	-	-	-	10,434
K.C. ROYALS	5,700	-	-	-	7,000	(1,300)	-	-	-	-	-	-	5,700
L.A. DODGERS	3,400	-	-	-	3,400	-	-	-	-	-	-	-	3,400
MIL. BREWERS	9,560	-	-	-	8,003	1,557	-	-	-	-	-	-	9,560
MINN. TWINS	4,500	-	-	-	3,500	1,000	-	-	-	-	-	-	4,500
N.Y. METS	8,750	-	-	-	8,750	500	-	-	-	-	-	-	8,750
N.Y. YANKEES	13,664	-	-	-	13,664	-	-	-	-	-	-	-	13,664
OAKLAND A's	6,000	-	-	-	6,000	-	-	-	-	-	-	-	6,000
PHIL. PHILIES	7,650	-	-	-	8,250	(600)	-	-	-	-	-	-	7,650
PITT. PIRATES	4,000	-	-	4,000	-	-	-	-	-	-	-	-	4,000
ST. LOUIS CARDS	1,650	-	-	-	1,650	-	-	-	-	-	-	-	1,650
S.D. PADRES	8,325	-	-	-	8,325	-	-	-	-	-	-	-	8,325
S.F. GIANTS	7,293	-	-	-	-	7,293	-	-	-	-	-	-	7,293
TEXAS RANGERS	6,000	-	-	-	6,000	-	-	-	-	-	-	-	6,000
ALL STAR GAME	1,700	-	-	-	-	-	1,700	-	-	-	-	-	1,700
WORLD SERIES	14,000	-	-	-	-	-	-	-	-	14,000	-	-	14,000
SEATTLE MARINERS	4,000	-	-	4,000	-	-	-	-	-	-	-	-	4,000
SUB TOTAL	\$ 166,041	\$ -	\$ -	\$ 8,000	\$124,244	\$ 17,840	\$ 257	\$ 1,700	\$ -	\$ 14,000	\$ -	\$ -	\$ 166,041

2040683806

ESTIMATE AMOUNT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
DESCRIPTION													
FOOTBALL: 3-041-173-395-10													
NFL	833	-	-	-	-	-	833	-	-	-	-	-	833
PRO NFL ILLUSTRATED	60,056	-	-	-	-	-	-	60,056	-	-	-	-	60,056
SUB TOTAL	\$ 60,889	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 833	\$ 60,056	\$ -	\$ -	\$ -	\$ -	\$ 60,889
TENNIS: 3-041-173-396-16													
TENNIS MAGAZINES	95,950	13,296	12,950	13,531	12,701	10,219	10,467	11,932	10,854	-	-	-	95,950
VA SLIMS OF SEATTLE	2,012	-	2,012	-	-	-	-	-	-	-	-	-	2,012
VA SLIMS OF HOUSTON	1,997	-	1,997	-	-	-	-	-	-	-	-	-	1,997
TENNIS WOMEN	15,000	-	-	15,000	-	-	-	-	-	-	-	-	15,000
TENNIS WEEK	1,000	-	-	900	100	-	-	-	-	-	-	-	1,000
JERRY DIAMOND (GENTLEMEN NIGHT)	3,884	-	-	3,884	-	-	-	-	-	-	-	-	3,884
INSIDE WOMEN TENNIS	5,000	-	-	5,000	-	-	-	-	-	-	-	-	5,000
JR. LEAGUE OF BIRMINGHAM	2,000	-	-	2,000	-	-	-	-	-	-	-	-	2,000
MADISON SQUARE GARDEN	2,000	-	-	2,000	-	-	-	-	-	-	-	-	2,000
FORTWORTH STAR TELEGRAM	616	-	-	-	616	-	-	-	-	-	-	-	616
VA SLIMS OF MINN.	1,174	-	-	-	-	1,174	-	-	-	-	-	-	1,174
SUB TOTAL	\$ 130,633	\$ 13,296	\$ 16,959	\$ 42,315	\$ 13,417	\$ 11,393	\$ 10,467	\$ 11,932	\$ 10,854	\$ -	\$ -	\$ -	\$ 130,633
HOCKEY: 3-041-173-397-10													
N.H.L.	20,995	20,995	-	-	-	-	-	-	-	-	-	-	20,995
N.H.A.	9,000	-	2,050	-	-	-	6,950	-	-	-	-	-	9,000
SUB TOTAL	\$ 29,995	\$ 20,995	\$ 2,050	\$ -	\$ -	\$ -	\$ 6,950	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 29,995

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	ESTIMATE AMOUNT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
DESCRIPTION														
BASKETBALL: 3-041-173-398-10														
VARIOUS PROGRAMS	36,994	36,994	-	-	-	-	-	-	-	-	-	-	-	36,994
SUB TOTAL	\$ 36,994	\$ 36,994	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 36,994
SUCCER: 3-041-173-399-10														
NASL	17,000	-	-	-	17,000	-	-	-	-	-	-	-	-	17,000
N.Y. COSMOS	1,375	-	-	-	1,000	-	-	-	-	-	375	-	-	1,375
SUB TOTAL	\$ 18,375	\$ -	\$ -	\$ -	\$ 18,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 375	\$ -	\$ -	\$ 18,375
MISC: 3-041-173-400-10														
JONES BEACH THEATRE	5,525	-	-	-	-	-	-	5,525	-	-	-	-	-	5,525
SUB TOTAL	\$ 5,525	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,525	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,525
TOTAL	\$ 448,452	\$ 71,285	\$ 19,009	\$ 50,315	\$ 155,661	\$ 29,233	\$ 10,724	\$ 26,940	\$ 70,910	\$ -	\$ 14,375	\$ -	\$ -	\$ 448,452

2040683808

	ESTIMATE AMOUNT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
DESCRIPTION														
OUTDOOR SIGNS: 3-041-173-391-10														
WESTBURY & YONKERS	45,000	-	-	-	-	-	22,500	-	-	-	-	22,500	-	45,000
CLFV. COLISEUM	25,000	-	-	-	-	-	-	-	-	-	25,000	-	-	25,000
MILE HIGH	110,000	-	-	-	-	-	-	-	-	110,000	-	-	-	110,000
CAPITAL CENTRE	37,500	-	-	-	18,750	-	-	-	-	-	18,750	-	-	37,500
SCHAEFFER	50,000	-	-	-	-	-	-	-	-	50,000	-	-	-	50,000
ONTIAC	100,000	-	-	-	-	-	-	-	100,000	-	-	-	-	100,000
AMPA	140,000	-	-	-	-	-	-	-	140,000	-	-	-	-	140,000
INGDOME	100,000	-	-	-	100,000	-	-	-	-	-	-	-	-	100,000
LD. SUPERDOME	42,500	-	-	-	-	-	42,500	-	-	-	-	-	-	42,500
HOUSTON ASTRODOME	128,000	-	-	-	-	-	-	128,000	-	-	-	-	-	128,000
WINDHEAD	60,000	-	-	-	-	-	-	60,000	-	-	-	-	-	60,000
RIC COUNTY	70,000	-	-	-	-	-	-	-	70,000	-	-	-	-	70,000
MIN.	37,500	12,500	-	-	12,500	-	-	-	-	-	12,500	-	-	37,500
HIL. SPECTRUM	16,000	6,667	-	-	10,667	-	(1,334)	-	-	-	-	-	-	16,000
WEST SIDE TENNIS	15,000	-	-	-	-	-	-	22,000	-	(7,000)	-	-	-	15,000
MASSAU COLISEUM	35,000	-	-	-	-	-	-	-	35,000	-	-	-	-	35,000
MARKET SQUARE ARENA	37,500	-	-	-	18,750	-	-	-	-	18,750	-	-	-	37,500
BUFFALO MEMORIAL AUDITORIUM	15,000	-	-	-	-	-	-	-	-	-	15,000	-	-	15,000
CHICAGO STADIUM	16,200	-	-	-	-	-	-	-	-	-	16,200	-	-	16,200
HOUSTON STADIUM	1,308	-	-	-	-	-	1,308	-	-	-	-	-	-	1,308
TEXAS STADIUM	232,947	19,412	19,412	19,412	19,412	19,412	19,412	19,412	19,412	19,412	19,412	19,412	19,415	232,947
HOUSTON ASTRODOME (PLASTIC SIGN)	1,508	157	156	157	157	157	724	-	-	-	-	-	-	1,508
HOUSTON STADIUM	29,412	-	-	-	32,036	-	(2,624)	-	-	-	-	-	-	29,412
SHARPE AIRPORT	174,000	14,970	21,769	14,970	15,310	14,970	22,510	14,970	(3,469)	14,500	14,500	14,500	14,500	174,000
ST. LOUIS ARENA	8,824	-	-	-	-	-	-	-	-	-	8,824	-	-	8,824
INGDOME STADIUM	5,000	-	-	-	-	-	5,000	-	-	-	-	-	-	5,000
DETROIT HILTON SPORT STADIUM	16,471	-	-	-	16,471	-	2,565	-	(2,565)	-	-	-	-	16,471
CRUSBY KEMPER ARENA	15,000	-	-	-	-	-	15,000	-	-	-	-	-	-	15,000
DETROIT STADIUM	8,200	-	-	-	8,200	-	-	-	-	-	-	-	-	8,200
YANKEE STADIUM	72,000	-	-	-	-	-	-	-	72,000	-	-	-	-	72,000
HEADLANDS	170,000	-	-	170,000	-	-	-	-	-	-	-	-	-	170,000
CLEVELAND STADIUM	125,000	-	-	-	52,101	-	72,899	-	-	-	-	-	-	125,000
HOUSTON ASTRODOME (TELESPOT)	32,000	-	-	-	-	32,000	-	-	-	-	-	-	-	32,000
SEATTLE CENTER COLISEUM	15,000	-	-	-	-	-	-	-	15,000	-	-	-	-	15,000
ATLANTA STADIUM	100,000	-	-	-	-	-	100,000	-	-	-	-	-	-	100,000
ENWAY PARK	65,000	-	-	-	-	-	65,000	-	-	-	-	-	-	65,000
CANDLESTICK PARK	35,000	-	-	-	-	-	35,000	-	-	-	-	-	-	35,000
ARLINGTON STADIUM	15,000	-	-	-	-	-	-	15,000	-	-	-	-	-	15,000
RICH STADIUM (ERECTION OF DESIGN)	11,626	-	-	-	-	-	-	-	-	11,626	-	-	-	11,626
CANDLESTICK PARK	1,765	-	-	-	-	-	-	-	-	1,765	-	-	-	1,765
GIANT STADIUM	4,950	-	-	-	-	-	-	-	-	4,950	-	-	-	4,950
HEADLAND RACE TRACK	2,785	-	-	-	-	-	-	-	-	2,785	-	-	-	2,785
TOTAL	\$2,222,996	\$ 53,706	\$ 41,337	\$204,539	\$304,354	\$ 66,539	\$400,460	\$259,382	\$445,378	\$ 226,788	\$130,186	\$ 56,412	\$ 33,915	\$2,222,996
PRODUCTION RESERVE (ARTWORK DEVEL.)	104,884	-	-	6,922	17,609	4,313	14,007	5,887	49,840	6,306	-	-	-	104,884
GRAND TOTAL	\$3,289,592	\$177,391	\$ 80,471	\$299,872	\$527,786	\$145,210	\$476,806	\$304,285	\$660,323	\$ 367,010	\$147,531	\$ 60,292	\$ 42,615	\$3,289,592

SOURCE: CONTRACT SUMMARY SHEETS, AGENCY & DIRECT ESTIMATES